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09/592,975	06/12/2000	Eilon Reshef	204,640	4638
7590 02/25/2004 PATENT ADMINISTRATOR		EXAMINER		
		WON, YOUNG N		
•	HURWITZ & THIBEAULT, LLP REET TOWER		ART UNIT	PAPER NUMBER
125 HIGH STREET		2155	•	
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Please find below and/or attached an Office communication concerning this application or proceeding.

U.S. Patent and Trademark Office PTOL-326 (Rev. 1-04)

1) Notice of References Cited (PTO-892)

Paper No(s)/Mail Date \_

Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. \_\_\_\_\_.

6) U Other:

5) Notice of Informal Patent Application (PTO-152)

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#### **DETAILED ACTION**

- 1. Re-numbering of claims 88-116 to claims 87-115 has been acknowledged.
- 2. Claims 3, 5, 42, 51-76, 91-110, and 13-115 have been cancelled.
- 3. Amended claims 1, 4, 6, 8, 12, 15, 47-49, 77, 80, 81, 89, 111, 112 and all remaining claims have been re-examined.
- 4. Claims 1, 2, 4, 6-41, 43-50, 77, 78, 80-90, 111, and 112 are pending with this action.

# Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

- (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.
- 5. Claims 1, 2, 4, 8, 11, 12, 14, 15, 18-20, 24-28, 30, 31, 33, 35-41, 43, 44, 47-50, 77, 78, 81, 82, 84-90, 111, and 112 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) in view of Judd et al. (US 6360215 B1).

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### Independent:

As per claims 1, 77, and 111, Cordell teaches of a method (see col.3, lines 3-5), a component server (see col.1, lines 23-27), and a computer software product of electronic commerce for displaying information (see col.4, lines 50-58), comprising: a computer apparatus that is adapted (see col.4, lines 50-51), and a computer-readable medium in which the program instructions are stored, when read by a server computer performs the method (see col.16, lines 60-62), to receive an identifying computer-readable service code (see col.5, line 9-12) at a service site offering a service (see col.1, lines 19-21 & 41-43), which code is written in a mark-up language, such that when the code is read by a browser program on a client computer via a network (see col.5, line 63 and Fig.2, #38), the code causes the computer to display at least one service page or component containing service information enabling a user to procure the service (see Fig.2, #50; col.1, lines 5-7, 19-27, & 43-49; and col.6, lines 15-22); selecting at least a portion of the service code for inclusion in a service component by adding textual tags to the mark-up language code so that the service component contains at least a portion of the service information that corresponds to the selected code (see Fig.3, step 58 and col.3, lines 5-18); generating a pointer indicating a location at which the service component is accessible, for inclusion of the pointer in the host code accessible to the client computer from a host site accessible via a network (see col.1, lines 43-47 and col.6, lines 7-14), the host code, when read by the client computer, causing the computer to display a host page containing host information (see col.1, lines 43-47 and Fig.2); receiving at the location an invocation of the pointer by the

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client computer when the client computer accesses the respective host page of any one of the sites (see col.1, lines 43-49 and col.6, lines 32-50); culling the selected service code from the at least one service page responsively to the added textual tags using the server (see col.3, lines 23-27); and conveying the service code to the client computer, such that responsive to the selected service code, the client computer displays the service component on the respective host page (see col.1, lines 5-7 and Fig.2, #50); and providing the service to the user of the client computer while the client computer displays the respective host page (see col.1, lines 23-27).

Cordell does not explicitly teach that the host site is separate from the service site or that the server location of the service component is disparate from the host location of the host code, however, he does suggest such in an alternate embodiment (see col.9, lines 34-37). Judd teaches wherein the host site is separate from the service site or that the server location of the service component is disparate from the host location of the host code (see Fig.6, #624: host and #630: server). Therefore, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Judd within the system of Cordell by implementing a server site, remote from the host site, at which the service component is accessible because the receiving, culling, and conveying steps would be performed via the pointer regardless of the location because the pointer points to the servicing site regardless of where the servicing site is located, and further more, Cordell teaches that service component ("nested document") could be located at the client or remotely stored on a server (see col.9, lines 34-36).

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### <u>Dependent:</u>

As per claims 2, 78, and 112, Cordell further teaches wherein the network comprises the Internet (see col.5, line 44), and wherein the service site and host site comprise World Wide Web sites (see col.5, lines 59-64).

As per claim 4, Cordell further teaches wherein the mark-up language comprises Hypertext Mark-up Language (HTML) (see col.5, lines 59-66).

As per claims 8 and 11, Cordell further teaches wherein selecting the service code comprises defining one or more pages of the service code for inclusion in the component by means of an indication external to the one or more pages and wherein defining the one or more pages comprises defining first and second pages for inclusion in the component, wherein the second page is defined by a link on the first page (see col.2, lines 20-36, and col.3, lines 3-18).

As per claim 12, Cordell further teaches wherein conveying the selected service code to the client computer comprises conveying a script command instructing the client computer to insert the service component in the host page (see col.6, lines 40-54).

As per claim 14, Cordell further teaches wherein the selected service code comprises instructions in a scripting language for execution by the client computer (see col.6, lines 47-50).

As per claims 15 and 81, Cordell further teaches wherein the pointer comprises a uniform resource locator (URL) (see col.1, lines 43-47).

As per claim 18, Cordell further teaches wherein the URL is inserted in textual tag that is included in the host code (see col.6, lines 9-13).

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As per claim 19, Cordell further teaches wherein the textual tag comprises a script tag (see abstract).

As per claims 20 and 82, Cordell further teaches wherein the selected code comprises an indication of one or more properties of the component that are altered when the component is displayed on the host page (see Fig.7, #122), and wherein providing the host code comprises inserting in the host code a specification of the value of at least one of the properties (see col.9, lines 14-15 and 30-37).

As per claim 24, Cordell further teaches wherein the host page is one of a plurality of host pages at the host site, including first and second host pages, both including the pointer (see col.1, lines 58-61), and comprising specifying a first value to be assigned to at least one of the properties when the component is displayed on the first host page, and a second value to be assigned to the at least one of the properties when the component is displayed on the second host page (see col.1, lines 62-65).

As per claim 25, Cordell further teaches wherein adding the indication of the one or more properties comprises specifying one or more visual properties that can be customized by an operator of the host site (see col.2, lines 52-54).

As per claim 26, Cordell further teaches wherein generating the pointer comprises passing the pointer to first and second host sites for inclusion in the host code of each of the sites, wherein a first value is applied to at least one of the properties when the component is displayed on the host page of the first host site, and a second value, different from the first value, is applied to the at least one of the properties when

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the component is displayed on the host page of the second host site (see col.6, lines 3-14; col.10, lines 24-32; and col.11, line 38 to col.12, line 46).

As per claims 27, 31, and 84, Cordell further teaches wherein the multiple host sites comprise first and second host sites, for inclusion in the host code of each of the sites, and wherein receiving the invocation of the pointer comprises receiving an indication of whether the client computer received the pointer from the first or the second site, and wherein conveying the selected service code to the client computer comprises modifying the information conveyed to the client computer responsive to the indication (see col.9, lines 31-37).

As per claim 28, Cordell further teaches wherein selecting the service code comprises adding to a method for extracting data from the service component for use by the host site (see col.6, lines 55-65).

As per claim 30, Cordell further teaches wherein generating the pointer comprises passing the pointer to multiple host sites for inclusion in the host code of each of the sites (see col.6, lines 55-65).

As per claim 33, Cordell further teaches wherein the service site provides a service to a user of the client computer who interacts with the service site via the network, and wherein conveying the selected service code of the service code to the client computer comprises enabling the user to procure the service while viewing the host page of any of the multiple host sites on the client computer (see col.1, lines 5-11 and col.3, lines 3-18).

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As per claims 35 and 86, Cordell further teaches wherein identifying the service code comprises identifying code corresponding to multiple service pages to be included in the service component, including first and second service pages, wherein selecting the service code comprises selecting first and second portions of the code corresponding respectively to the first and second service pages (see col.11, line 62 to col.13, line 29), the first selected portion comprising a link from the first page to the second page, and comprising: receiving an invocation of the link by the client computer while the first page of the service component is displayed on one of the host pages; and conveying the second selected portion to the client computer responsive to the link, whereby the second page of the service component is displayed on the client computer (see col.2, lines 20-30).

As per claim 36, Cordell further teaches wherein the host page is one of a plurality of host pages at the host site (inherency), and wherein conveying the second selected portion comprises conveying the second selected portion such that responsive thereto, the client computer displays the second service page on one of the host pages of the host site (see col.10, lines 24-50).

As per claim 37, Cordell further teaches wherein the client computer displays each of the first and second pages of the service component in a predefined location on one of the host pages (see col.3, lines 9-18; col.7, lines 15-22; and Fig.5).

As per claim 38, Cordell teaches of further comprising specifying one of the host pages to be associated respectively with each of the service pages, such that when one

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of the service pages is displayed in the service component, it is displayed on the one of the host pages that is associated therewith (see col.3, lines 15-18).

As per claim 39, Cordell further teaches wherein specifying the one of the host pages comprises associating the first and second service pages respectively with first and second ones of the host pages (see claim 38 rejection above: "nesting"), and wherein conveying the second selected portion comprises, responsive to the invocation of the link, calling for the second one of the host pages to be displayed on the client computer (see col.2, lines 20-30).

As per claim 40, Cordell teaches of further comprising modifying the link from the first service page to the second service page so that it links directly to the second one of the host pages (see claim 38 rejection above: "nesting").

As per claim 41, Cordell further teaches wherein calling for the second one of the host pages to be displayed comprises redirecting the client computer to access the second one of the host pages at the host site (inherent unless nested).

As per claim 43, Cordell further teaches wherein identifying the code corresponding to the multiple service pages comprises associating the multiple service pages with respective faces (see col.3, lines 15-18), and wherein specifying the one of the host pages to be associated respectively with each of the service pages comprises recording, for each of the faces, a corresponding host page (see col.10, lines 36-38).

As per claim 44, Cordell further teaches wherein associating the service pages with the respective faces comprises associating at least two of the pages with the same one of the faces (see col.11, lines 10-12 and col.13, line 64 to col.14, line 3).

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As per claims 47 and 61, Cordell further teaches wherein generating the pointer to the location at which the service component is accessible comprises generating a pointer to the service site (see col.1, lines 43-47 and col.8, Table 1, description: last sentence).

As per claim 48, Cordell further teaches wherein generating the pointer comprises generating a pointer to a location remote from the service site (see claim 1 rejection above; col.1, lines 43-47; and col.8, Table 1, description: last sentence).

As per claims 49 and 89, Cordell further teaches wherein the host code is conveyed over the network from the host site to the client computer without passing through the apparatus at the location at which the service component is accessible (see claim 1 rejection above)

As per claims 50 and 90, Cordell teaches of further comprising receiving the host code at the location at which the service component is accessible, wherein conveying the selected service code comprises conveying both the host code and the selected service code from the location to the client computer (see col.6, lines 9-14).

As per claim 85, Cordell further teaches wherein the indication is contained in the invocation received by the apparatus from the client computer (see col.1, lines 19-21).

As per claims 87 and 88, Cordell further teaches wherein the apparatus is adapted to operate at any site (see col.5, line 59 to col.6, line 7 and Fig.2).

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6. Claims 6, 7, 9, and 80 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) and Judd et al. (US 6360215 B1) in view of Bates et al. (US 6339438 B1).

Cordell teaches all the limitations of claims 6, 7, 9, 70, and 80, including wherein the mark-up language comprises Hypertext Mark-up Language (HTML) (see col.5, lines 59-66). Cordell does not explicitly teach wherein adding the textual tags comprises adding or inserting Extensible Mark-up Language (XML) tags by indicating XML files or the selected code at the service site comprises one or more Extensible Mark-up Language (XML) tags, defining an attribute of the component that can be altered when the component is displayed on the host page. Bates teaches wherein adding the textual tags comprises adding or inserting Extensible Mark-up Language (XML) tags by indicating XML files or the selected code at the service site comprises one or more Extensible Mark-up Language (XML) tags, defining an attribute of the component that can be altered when the component is displayed on the host page (see col.8, lines 12-20 and col.9, lines 56-63). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Bates within the system of Cordell by implementing XML tags to alter the display within the display system, method and program because Cordell teaches that tags allow for "extension to the HTML language and gives an ... author the ability to embedded into nested documents in a HTML document (see Cordell: col.3, lines 45-50) and likewise, Bates teaches that of encoding documents with information that could be embedded within the

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document with "other embedded codes such as extensible markup language (XML) tags.

- 7. Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) and Judd et al. (US 6360215 B1) in view of Nagel et al. (US 5757900 A). Cordell teaches all the limitations of claim 10 except wherein the indication is given in a database. Nagel teaches wherein the indication is given in a database (see col.9, lines 11-14). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Nagel within the system of Cordell by implementing a database with an indication within the display system, method and program because Cordell teaches that memory can comprise of a variety and or combination of additional or alternative high speed memory devices or components and the use of databases are well known in the art (see Cordell: col.4, lines 32-39).
- 8. Claim 13 is rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) and Judd et al. (US 6360215 B1) in view of Hoffman (US 6189137 B1). Cordell teaches all the limitations of claim 13 except wherein conveying the script command comprises conveying a JavaScript document.write command having the selected service code as an argument. Hoffman teaches wherein conveying the script command comprises conveying a JavaScript document.write command having the selected service code as an argument (see col.6, lines 19-29). It would have been

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obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Hoffman within the system of Cordell by implementing conveying a JavaScript command having the selected service code as an argument within the display system, method and program because Hoffman teaches that "JavaScript is a programming language that is often used in Internet applications as it provides more flexible method for interfacing with browsers used by clients" (see col.2, lines 6-15), typically by generating instructions to format web pages from sites via a web server to clients to appear as though it was retrieved from a web site rather than a web server.

9. Claims 16, 17, 29, 32, 34, 45, and 46 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) and Judd et al. (US 6360215 B1) in view of Christensen et al. (US 5881230 A).

As per claims 16 and 17, Cordell further teaches wherein receiving the invocation of the pointer comprises receiving a hypertext transfer protocol (HTTP) request specifying the URL (see col.1, lines 43-49), but Cordell does not explicitly teach wherein the request comprises state, and the state of the component comprises inserting information regarding the state in a query portion of the URL. Christensen teaches of state information, and the state of the component comprises inserting information regarding the state in a query portion of the URL (see col.3, lines 7-12 and col.5, lines 17-25). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Christensen within the system of Cordell

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by implementing state information within the display system, method and program because such means "allows the client application running under a client/server operating system to communicate with a plurality of server applications in a distributed computer environment" (see Christensen: abstract) thereby increasing flexibility and adaptability, and "greatly enhancing the variety and format of information available to the network object application.

As per claims 29, and 34, Cordell does not teach wherein the extracted data relates to a service provided by the service site to a user of the client computer in return for payment. Christensen teaches wherein the extracted data relates to a service provided by the service site to a user of the client computer in return for payment (see col.13, lines 37-47 and Fig.7A). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Christensen within the system of Cordell by implementing service provided by the service site to a user of the client computer in return for payment within the display system, method and program because Internet service for payment is currently employed and allows for the financial support for the operation and improvement of a particular service.

As per claims 32 and 45, Cordell teach wherein the service component or service pages are associated with a process running on the service site (see col.5, lines 21-26) and that the process has attributes (see col.3, lines 36-38), but he does not explicitly teach that the process has a state, and wherein conveying the selected portion to the client computer comprises instance data indicative of the state of the component, and wherein altering or modifying the one or more attributes comprises modifying the

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instance data conveyed to the client computer dependent upon whether the client computer received the pointer from the first or the second site. Christensen teaches that the process has a state (see claim 16 & 17 rejection above), and wherein conveying the selected portion to the client computer comprises instance data indicative of the state of the component, and wherein altering or modifying the one or more attributes comprises modifying the instance data conveyed to the client computer dependent upon whether the client computer received the pointer from the first or the second site (see col.5, lines 17-25). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Christensen within the system of Cordell by implementing instance data indicative of the state of the component within the display system, method and program because Christensen teaches of "objects" comprising of data-type and state and Cordell teaches of "encapsulating document's data into an associated object" (see Cordell: col.6, lines 23-29).

As per claim 46, Cordell further teaches wherein the process is associated with a transaction between the service site and a user of the client computer who interacts with the service site via the network, and wherein conveying the second selected portion comprises consummating the transaction (see col.1, lines 22-26).

10. Claims 21-23, and 83 are rejected under 35 U.S.C. 103(a) as being unpatentable over Cordell (US 6031989 A) and Judd et al. (US 6360215 B1) in view of Brandt et al. (US 6144990 A).

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As per claims 21, 23, and 83 Cordell does not teach of further comprising defining a skin stored in memory that specifies a value to be assigned to at least one of the properties when the service component is displayed on the host page, and wherein conveying the selected service code comprises modifying the at least one of the properties in the code conveyed to the client computer responsive to the skin. Brandt teaches of defining a skin stored in memory that specifies a value to be assigned to at least one of the properties when the service component is displayed on the host page, and wherein conveying the selected service code comprises modifying the at least one of the properties in the code conveyed to the client computer responsive to the skin (see col.2, line 55 to col.3, line13). It would have been obvious to a person of ordinary skill in the art at the time the invention was made to employ the teachings of Brandt within the system of Cordell by implementing a value for a particular skin to be assign as a property and responsively modified within the display system, method and program because Cordell teaches of attributes for layout (see col.17, lines 15-21), therefore, the appearance of the document could also be attributed to the layout.

As per claim 22, Cordell does not teach wherein generating the pointer comprises passing the pointer to multiple host sites for inclusion in the host code of each of the sites, and wherein defining the skin comprises defining a respective skin for each of the host sites (see claim 26 and claim 21 above).

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## Response to Remarks

11. After careful review, the Examiner discovered that the Cordell reference still teaches certain elements of the claimed invention. Although the invention of Cordell for "formatting and displaying information contained within a document obtained from computer networks" (see col.1, lines 5-7) lacks the same utility as the presently claimed invention, the functionality remains the same. There are insufficient limiting elements in the claim language to clearly and distinctly teach away from the teachings of Cordell. According to Cordell, textual tags are added to specify and manipulate "layout" and "display techniques" used (utility) for "presenting the nested document within the main document". The reference of Judd is applied to teach the element of a server, which is located remote from the host.

12. Applicant's arguments with respect to remaining claim have been considered but are most in view of the new ground(s) of rejection.

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#### Conclusion

13. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

14. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Young N Won whose telephone number is 703-605-4241. The examiner can normally be reached on M-Th: 8AM-6PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hosain T Alam can be reached on 703-308-6662. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Young N Won

February 18, 2004

Mlaun

HOSAIN ALAM
PERVISORY PATENT EXAMINER